

To: Paul Conaty & Julie McNamara
From: Julie Heberer
Date: September 18,2012

cc: Mark Pimentel
Marty Schack
Peggy Milner
Bridget Hurst

Liz Mullen
Betsy Waxberg
JD Sosnoff
Julie Sells

Political Audit Dates:9/17-9/23/12
General Election

Audit week = Monday thru
9/7-11/6/12

An audit was performed on the above dates to verify any political airtime placed received the lowest unit rate possible depending on the class of time purchased. Below are the results:

Politician	OSI #	Credit Due	A/E	Reason
Kern	851762	\$720.00	McNamara	4)
Koster	852944	\$615.00	Nat'l	1), 2), 5) & 4)
McCaskill	854434	\$1,510.00	McNamara	1), 6), 7) & 8)
Akin	854561	\$220.00	Nat'l	1)
Spence	854776	\$575.00	Nat'l	1), 10), 3) & 9)

Total Credits

\$2,920.00

- 1) Political rate card for M-F 6 am, class 3, section 4 is \$180; Following the 10% rule #845950, line 1 aired section 4 for \$140 (:30). \$1400 less 10% = \$126 . Rounding to the nearest \$5 increment = \$125; Credit due of \$55.
- 2) Political rate card for M-F 7-9 am, class 3, section 4 is \$90; Following the 10% rule #836405, line 22 aired section 4 for \$75 (:30). \$75 less 10% = \$67.5 . Rounding to the nearest \$5 increment = \$70; Credit due of \$20.
- 3) Political rate card for M-F Great Day, class 3, section 4 is \$80; Following the 10% #842112, line 8 aired section 4 for \$80 (:30). \$80 less 10% = \$72 . Rounding to the nearest \$5 increment = \$70; Credit due of \$10.
- 4) Political rate card for M-F Noon News, class 3, section 4 is \$225; Following the 10 #788700, line 27 aired section 4 for \$200 (:30). \$200 less 10% = \$180 . Rounding to the nearest \$5 increment = \$180; Credit due of \$45.
- 5) Political rate card for M-F 10 pm News, class 3, section 4 is \$900; Following the 10 #820681, line 91 aired section 4 for \$750 (:30). \$750 less 10% = \$675 . Rounding to the nearest \$5 increment = \$675; Credit due of \$225.
- 6) Political rate card for Sat 8-9 pm, class 3, section 4 is \$495; Following the 10% rule #840150, line 77 aired section 4 for \$425 (:30). \$425 less 10% = \$382.50 . Rounding to the nearest \$5 increment = \$385; Credit due of \$110.
- 7) Political rate card for Sun 8-9 pm, class 3, section 4 is \$1350; Following the 10% rule #826711, line 34.2 aired section 4 for \$1000 (:30). \$1000 less 10% = \$900 . Rounding to the nearest \$5 increment = \$900; Credit due of \$450.
- 8) Political rate card for Sun 9-10 pm, class 3, section 4 is \$1800; Following the 10% rule #826711, line 36.1 aired section 4 for \$1250 (:30). \$1250 less 10% = \$1125 . Rounding to the nearest \$5 increment = \$1125; Credit due of \$675.
- 9) Political rate card for Sun 10:30 pm News, class 3, section 4 is \$585; Following the 10 #852742, line 114 aired section 4 for \$350 (:30). \$350 less 10% = \$315 . Rounding to the nearest \$5 increment = \$315; Credit due of \$270.
- 10) Political Rate card for M-F 5 am, class 3, section 4 is \$90; McCaskill #854434 rate \$70, thus all other politician's at this time had to be reduced. Credit due \$20.

YTD	Politician	OSI #	Gross Credit Due	Credit Memo Written	Week
	McCaskill	851828	\$900.00		9/7-9/9/12
	Nixon	#852758	\$420.00		9/10-9/16/12
	McCaskill	#853029	\$60.00		9/10-9/16/12
	Nixon	#853674	\$820.00		9/10-9/16/12
	Kern	851762	\$720.00		9/17-9/23/12
	Koster	852944	\$615.00		9/17-9/23/12
	McCaskill	854434	\$1,510.00		9/17-9/23/12
	Akin	854561	\$220.00		9/17-9/23/12
	Spence	854776	\$575.00		9/17-9/23/12

Total

\$5,840.00

Sunday

, Weekends Only
,

, Sara Lee

rule, Page Law

% rule, Cofman Townsley
,

0% rule, Cadillac Dfirs
,

e, General Motors
g to

ule, Chrysler
ng to

rule, Chrysler
ling to

3 10% rule, Circle K
to

te reduced to



